

**Open Report on behalf of Andy Gutherson, Executive Director – Place**

Report to:	<b>Environment and Economic Scrutiny Committee</b>
Date:	<b>14 July 2020</b>
Subject:	<b>Team Lincolnshire and Foreign Direct Investment Activities</b>

**Summary:**

As we move from the response to recovery phase, ensuring our business network is kept up to date with the latest intelligence is vital. Information from the Lincolnshire Resilience Forum is cascaded through the business channels as well as other relevant information from other partners such as Greater Lincolnshire LEP, Business Lincolnshire and the Department for International Trade. This in turn is helping support the restart and future growth of Lincolnshire's economy.

This report provides an update on the activities and support being provided to the Team Lincolnshire Ambassador Programme and Foreign Direct Investment Key Account Management Programme. A brief update on the Investment Strategy for Lincolnshire is also included.

- **Team Lincolnshire Ambassador Programme**  
Continued support to Team Lincolnshire ambassadors throughout the Covid-19 pandemic Launch of the Team Lincolnshire Cares (TLC) campaign – a rally call including increased social media and website presence, weekly virtual TLC Coffee Clubs, webinars and sharing good news stories, Membership Fees Payment Holiday due to Covid-19.
- **Foreign Direct Investment (FDI) Key Account Management Programme (KAM)**  
Success in obtaining £35k of Midlands Engine Challenge Funding for FDI KAM Round 1 from January 2020 to March 2020 exceeding targets and outcomes set. Success in obtaining £49k further funding for Round 2 which starts in June 2020 to March 2021.
- **Investment Strategy**  
Detailed research and intelligence gathering has taken place to support the backbone of the Investment Strategy which seeks to drive forward investment and development in the region focussing on our major locations, market towns and strategic sites. A separate paper will be presented to the Environment and Economic Scrutiny Committee at a later date detailing the core elements of the Strategy and the activities taking place to drive the Strategy forward.

**Actions Required:**

Members of the Environment and Economy Scrutiny Committee are invited to review the programme of activities set out in the report and:

- Endorse that the Team Lincolnshire Ambassador Programme has a vital role to play in the restart of Lincolnshire's economy and future investment and development;
- consider waiving the Team Lincolnshire Membership Fees for 9 months of the 2020/21 financial year due to the impact of Covid-19 and agree to make a formal recommendation on this matter, and;
- recommend receiving a future report on the Investment Strategy detailing the core elements of the Strategy and the activities taking place to drive the Strategy forward.

**1. Background**

Lincolnshire's biggest investment opportunities relate to our strongest industrial clusters and to our location. This has been weaved into our Investment Strategy which is focussed around three core areas; Strategic Locations, Market Towns and Councils and Other Partners. In order to drive forward investment in key sectors such as food and defence; stimulate the construction market both commercial and residential; and position Lincolnshire as a recognised place to attract inward investors we need to utilise the assets that we currently have and strengthen others. Team Lincolnshire has a large part to play in this along with our foreign direct investment programme.

**Team Lincolnshire Update**

The Team Lincolnshire ambassador programme was formed in 2017 as a public/private sector ambassador programme created to promote Lincolnshire as a place to live, work and invest. LCC and the GLLEP recognise the value of the knowledge and expertise that the TL members bring and how this, together with their ambassadorial role, has an important part to play in Lincolnshire's growth.

The Team Lincolnshire events programme is usually in full swing by now including internationally important exhibitions like MIPIM to events focussed not only within the County's boundaries but further afield to places such as Leeds, Birmingham, London promoting Lincolnshire's investment and development opportunities. All physical events have been cancelled for the foreseeable future but the Team Lincolnshire ambassadors have continued to receive a programme of activities to support them. Since the beginning of the Covid-19 pandemic all TL members have received regular up to date advice and support to help both them and their businesses. Working closely with our colleagues at Business Lincolnshire we have provided TL members with the latest grants and business loans information, relevant webinars and telephone support where required.

In light of the current situation, a new awareness campaign has been launched - *#TeamLincolnshireCares* (TLC). This is a rally call for all members to come together and support not only each other but the wider community. A weekly informal virtual TLC Coffee Club takes place open to all TL members. These sessions provide practical advice and support and each Coffee Club is hosted by a different TL ambassador who starts the event with a short talk on pertinent subjects such as Covid-19 in the Construction Industry, Employment Law or Mental Health Awareness. The Coffee Club discussions range from industry experts giving practical advice to informal conversations that get right down to the individual issues. They have proved very popular and each week attendance has grown. Formal webinars are also taking place to provide TL with critical intelligence regarding working in a Covid-19 environment and subject areas to stimulate regrowth such as Finance for Investment and Recovery, Urban Design in a Coastal Context, Flood Resilient Communities and Health and Well Being.

We have increased our social media presence on Twitter and we now have a LinkedIn account (*Twitter @TeamLincs, LinkedIn Team Lincolnshire*) to get our key messages and rally calls out to not only members but to potential investors and developers. A significant part of the TLC Campaign is around generating good new stories, we want to shout about the great work TL are doing. They have not just been supporting each other but helping others and we have captured these via a series of stories that are also being promoted via our social media channels and website. These stories are not just Covid-19 related but much wider including how TL members have worked together to drive forward investment and development within Lincolnshire.

The events programme ran for Team Lincolnshire has always been much appreciated and supported by the TL members. They are a vital networking tool and a way of engaging with our members on our key sectors and strategic sites. A recent report by Hotel Solutions entitled "From Survival to Recovery" (Appendix A) outlined that "Business travel looks likely to be slower to return, with many companies placing restrictions on travel budgets and looking to do business as cost effectively during the likely impending economic recession. The massive shift to doing business online during the lockdown may have a significant lasting impact on business travel if it continues once restrictions are lifted.

The conference and exhibitions market is likely to take some time to recover. Industry professionals do not expect the business events market to return to any semblance of normality for at least 12 months. The increase in MS Teams and Zoom conference calls during the lockdown may become the norm going forward, dramatically reducing demand for face to-face meetings and conferences as a result."

There are many events planners that have moved to online webinars over the past few weeks and months, this includes Built Environment Networking which predominately focusses on the property and construction sector. We have also seen the Cereals event going digital for the first time and our very own Lincolnshire Show will do the same on the 24 June. We will continue to monitor the market place and although the immediate future Team Lincolnshire programme of activity may be different from what has gone before, it is very clear that the members' value working together.

### Team Lincolnshire Annual Subscription

Team Lincolnshire membership continues to grow as the ambassadors continue to spread the positive messages about Lincolnshire. There are currently 109 members and even through Covid-19 we have still seen new members join. The annual subscription for membership is £350, with payment usually being taken in April of each year. This would have brought in an income of £38,150. Due to the pandemic a payment holiday was instituted to be reviewed in June.

- **With the impact on Covid-19 across the business sector we would like the Committee to consider the reduction in membership fees to 25% for the 2020/2021 year of £87.50. If all members paid, an income of £9537.50 would be received.**

### **Foreign Direct Investment (FDI) Key Account Management Programme (KAM)**

FDI KAM is the building and nurturing of relationships with foreign owned businesses within the Greater Lincolnshire area as part of the Memorandum of Understanding between the Greater Lincolnshire Local Enterprise Partnership (GLLEP) and the Department for International Trade. These relationships provide the County Council with vital intelligence on the support businesses require and their investment plans for the future. The KAM programme helps support and take these investments forward to assist in the creation of new jobs. It is also a vital service during Covid-19 to help in the safeguarding of businesses and jobs.

The Principal Officer for Place & Investment on behalf of the GLLEP has made a successful bid for £45k from the Midlands Engine Challenge Fund. This follows on from the £35k obtained under Round 1 for the Foreign Direct Investment Key Account Management Programme which came to an end in March 2020. All targets and outcomes were successfully achieved and some exceeded including researching and building new relationships with 28 foreign owned businesses within the Greater Lincolnshire area.

Round 2 will build on this success and continue to work with foreign owned businesses to support them through the current pandemic and beyond. The targets for Round 2 include key account managing 35 FDIs (28 from Round 1 and a further 7 in Round 2), finding 15 potential investment projects and securing 5 investment successes annually. Round 1 already highlighted potential investments which will continue to be supported through Round 2. These included American owned Flamingo Flowers based in Spalding who specialise in the growing, processing, marketing and distribution of sustainably, produced flowers and premium vegetables. They are looking to invest in automation and research and development (R&D) to offset the staffing challenges around the shortage of migrant workers and also employ higher skilled technical roles to support this. Japanese owned Sakata UK Ltd based in Boston are currently conducting unsupported R&D seed production in Lincolnshire. There is an investment opportunity for expanding upon this activity potentially in Lincolnshire and for further job creation.

## 2. Conclusion

The Scrutiny Committee are invited to:

- recognise that the Team Lincolnshire Ambassador Programme has a vital role to play in the restart of Lincolnshire's economy and future investment and development.
- consider the waiving of Team Lincolnshire Membership Fees for 9 months of the 2020/21 financial year due to the impact of Covid-19.
- recognise that even through Covid-19 new members have joined Team Lincolnshire Ambassador Programme and this way of aligning resources, support and building a resilient community has a great benefit to the businesses, LCC and the LEP.
- note that the work to support Lincolnshire businesses, foreign and UK owned will continue to evolve to make sure it is appropriate to their needs.

## 3. Consultation

The Team Lincolnshire Focus Group has been consulted.

### a) Have Risks and Impact Analysis been carried out?

N/A

### b) Risks and Impact Analysis

N/A

## 4. Appendices

These are listed below and attached at the back of the report	
Appendix A	Hotel Solutions – From Survival to Recovery Report

## 5. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

This report was written by Karen Seal, Interim Principal Officer Place & Investment, who can be contacted on 01522 552812 or karen.seal@lincolnshire.gov.uk.

This page is intentionally left blank